

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Yingwei Claire Cui et al.                      Art Unit : 3622  
Serial No. : 10/649,585                                      Examiner : Arthur D. Duran  
Filed : August 27, 2003                                      Conf. No. : 4994

Title : CONTENT-TARGETED ADVERTISING USING COLLECTED USER  
BEHAVIOR DATA

**MAIL STOP AF**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

NOTICE OF APPEAL

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the action dated June 14, 2010, finally rejecting claims 109-156.

A petition for an extension of time under 37 CFR §1.136 to extend the time to respond to the final rejection for 2 months to and including November 12, 2010 is enclosed.

The required fee of \$540 is being paid concurrently herewith on the Electronic Filing System (EFS) by way of Deposit Account authorization. Please apply any other charges due or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: 11/12/10



Tracy M. Hitt  
Reg. No. 62,371

Customer Number 26192  
Telephone: (404) 892-5005  
Facsimile: (877) 769-7945